



Maricopa County Community Health Improvement Plan

Where We Live

Community Cloud Group
Meeting Notes on **DRAFT**
Goals and 18-Month
Milestones

Dec. 10, 2012

Community Cloud Participant List

*Following are list of community organizations that have expressed interest in the Maricopa County CHIP Community cloud workgroup as of Dec. 2012.
Organizations marked with an * attended the Dec. 10, 2012 workgroup meeting and contributed to items recorded in this meeting notes report.*

American Academy of Pediatrics, Arizona Chapter*	First Things First
Area Agency on Aging, Region One*	Gilbert Public Schools
Arizona Association of Community Health Centers	Livable Communities Coalition
Arizona Coalition for Military Families*	Magellan Health Services
Arizona Department of Health Services*	Maricopa Association of Governments*
Arizona Dept. of Transportation*	Maricopa County Department of Public Health*
Arizona in ACTION	Mercy Care*
Arizona Living Well Institute*	Mountain Park Health Center
Arizona PIRG	National Kidney Foundation of Arizona*
Arizona Public Health Association*	People of Color Network
Arizona Small Business Association	Phoenix Fire Department
Arizona State University College of Nursing & Health Innovation	Phoenix Revitalization Corporation*
Arizona State University*	Phoenix VA HCS*
Black Nurses Association, Greater Phoenix Area	Project for Livable Communities
Bridgeway Health Solutions	RPG Medical Holdings
Cardon Children's Medical Center	Scottsdale Healthcare*
City of Phoenix*	St. Luke's Health Initiatives*
Concilio Latino de Salud, Inc.	The Arizona Partnership for Immunization*
	The Faithful City (HURT/COMPEF)
	Valley Metro

Community Health Improvement Plan (CHIP)

Community Cloud

Dec. 10, 2012

Following is feedback from participants collected at the beginning of the session related to implementing preventive health strategies within the Community cloud.

Strengths	Challenges
<ul style="list-style-type: none"> • Trust in our partners. Long history in working together • Implementing programs already without a lot of funding • We have connections with partners that are missing right now, but could be included • Population that is ready for change • Many people here are already doing work that is embedded deeply in community • MAG just printed 100,000 bike maps – also available online • Working with all cities • Already beginning to work interdisciplinary – instead of siloed • Good leaders who want to collaborate and listen to everyone • A lot of momentum being built with other projects such as Reinvent Phoenix • Timing is right! We must share resources • National climate supports the work we are doing 	<ul style="list-style-type: none"> • Getting the political leaders to understand bike and pedestrian transit is just as important as building freeways and highways • Ensure that our work is culturally and linguistically appropriate • Asking people to think differently – about health and its integration into a variety of issues • People can be resistant to change – and they are overloaded • Multiple efforts makes it hard to collaborate – going to multiple meetings that are focusing on the same thing • Schools are overloaded • Resistance with executive leadership – health literacy • Culture against mandates • Marketing based message that reaches more people vs. clinically based. • Can't do it all – we must partner – which is new to some • Affordable Care Act – loaded with prevention services – causing cuts already to certain programs – “ACA will be magical” • Economic challenge – as we make changes to Sugar-Sweetened Beverage Tax (SSB), for example ,we are also putting people out of business and causing job losses.



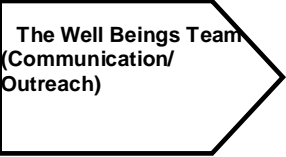


What accomplishments would you like to see in next 18 months to address health priorities?

CHIP Community Cloud Participants: Dec. 10, 2012

Communication/Outreach	Individual Person	Building Knowledge	Systems Improve	Assessment	Collaboration/Planning
<ul style="list-style-type: none"> • Consistent messaging • Unified message • Social Media Slogan (just do it) • Integrated marketing and PR plan for Healthy Living • Develop Communication plan • Groups all carry each other's messages • Lay person appropriate informational material • AHCCCS increase standards related to health literacy • Trusted spokesman (champion) • Annual healthy community festival 	<ul style="list-style-type: none"> • Make it easier to move (calorie counter for housework/daily walking) • Easy Successes (individual, business and families- ideal road and how to get to it). • Better understanding of mental/physical relationship • A system of consistent support for individuals (Ex. AA Program) • Promote best apps that support movement and nutrition 	<ul style="list-style-type: none"> • Share resources (one website – descriptions of programs: community cloud list) • Resources Active Partners • Asset map of partners at table • Address resource access for aging population • Develop communication strategy among cloud groups • Regional communication hub • Best Practice database • Integrating this initiative into community focused strategies • Model initiatives from other communities that have successfully impacted the key focus areas (CDC grant recipients of Communities Putting Prevention to Work <u>CPPW</u> and Community Transformation Grant) 	<ul style="list-style-type: none"> • Healthy Community Toolkit • Complete Streets Policy – Ordinance (advocates, robust) Phx • Advocacy Training for Community Members • Increase policies for physical activity and education • City plans support healthy decisions • Payment policies for care • Multi housing air quality improvement (non-sanctioned) • Introduce Health Impact Assessment (HIA) policy • Healthy General Plans (Health in all Policies) • Children and Youth with Special Healthcare Needs Healthy Policy Council • Program to incentivize convenience stores – Healthy options • Capitalize on current corner store initiatives • Increase mobile markets • Community based after school programs in Schools • Implement the <u>Active School Neighborhood Checklist</u>-- affects both “where we live” and “where we learn” encouraging safe physical activity • Active participation in city general plan updates to improve healthy eating and active living options in communities (<u>Goodyear is currently updating their General Plan</u>) 	<ul style="list-style-type: none"> • Neighborhood Assessments (Health and Environment) • 50 Trained HIA Professionals • Client funded HIA • HIA for light rail expansion • Training planners to implement Health Impact Assessments 	<ul style="list-style-type: none"> • Increase joint funding efforts • Strategic partnerships • Incentive for collaborating (not necessarily \$) • Something coalition-y (sustained) • ID champions in communities to promote Healthy Living • Move forward with initiative with no blinders • Expanded participation within cloud group • Identify/Prioritize short/long term strategies and goals • Existing resources keep getting tapped by different organizations for same things. • Network with other communities that have successfully impacted the key focus areas (<u>CPPW</u> and <u>CTG</u>) • Collaborate with military bases and units (Active Duty, Guard, and Reserve) within AZ to facilitate healthy eating and active living strategies within these specific communities (DoD launched a nutrition campaign called “Go for Green” to identify healthier food options in dining facilities)

- Items in Red were contributed via email to MCDPH by a community participant (Arizona in Action) for the CHIP meeting.

DRAFT 18-Month Timeline of Suggested Accomplishments for Maricopa County CHIP: Community Cloud*

Team Name/Workgroup Participants	Quarter I Jan-Mar 2013	Quarter II April-Jun 2013	Quarter III July-Sept 2013	Quarter IV Oct.-Dec. 2013	Quarter V Jan.-Mar 2014	Quarter VI Apr-June 2014	GOAL
 The Go To Guys (Building Knowledge Base) Group: Jenna B, Jonathan, Colleen	<ul style="list-style-type: none"> Defined categorization for resources for the hub Identified owners and champions for resources/assets hub 		<ul style="list-style-type: none"> Assembled available community resources and asset mapping information 	<ul style="list-style-type: none"> Created/implemented system to share information 	<ul style="list-style-type: none"> Utilized common messages with internal and external partners 	<ul style="list-style-type: none"> Implemented communication method 	Increased awareness and usability of community assets
 Health in All Policies (Systems Improve) Group: Gail, Zipaty, Valerie, Jennifer W., David Dube, Zona P.	<ul style="list-style-type: none"> Invited local businesses involved in food distribution to this conversation 	<ul style="list-style-type: none"> Farmers Market Policy approved by City of Phoenix Planning Commission 	<ul style="list-style-type: none"> Increased incentives for Healthy Vending 	<ul style="list-style-type: none"> Increased parent ambassador program 	<ul style="list-style-type: none"> Identified affordable community design projects 	<ul style="list-style-type: none"> Replicated community school model in other (low-income) districts 	Health in all policies
 The Well Beings Team (Communication/ Outreach) Group: Patty Maloney, Essen Otu, Eva Olivas, Wendoly Abrego, Jennifer Tinney	<ul style="list-style-type: none"> Framed the message 	<ul style="list-style-type: none"> Buckets: Identified target audience 	<ul style="list-style-type: none"> Developed communication plan & resources 	<ul style="list-style-type: none"> Trained partners & spokespersons 	<ul style="list-style-type: none"> Campaign rolled out 	<ul style="list-style-type: none"> Evaluation and changes completed 	Unified impactful/recognizable message on Well Being
 Together we Can (Collaboration Plan) Group: Paulette L., Christina Hall, Rebecca Nevedale	<ul style="list-style-type: none"> Measurements 	<ul style="list-style-type: none"> Utilizing Resources Available 	<ul style="list-style-type: none"> Determine/create incentives 				Establish a system of working collaboratives
 Team Impact (Assessment) Group: Barbara, Kim Stelle, Paula Randolph, Brian Fellows	<ul style="list-style-type: none"> Define Healthy Community 	<ul style="list-style-type: none"> Secure the assessment instrument 	<ul style="list-style-type: none"> 1 client funded HIA 	<ul style="list-style-type: none"> 50 trained HIA and Built Environment professionals. 	<ul style="list-style-type: none"> Present finding to audience and/or funder 	<ul style="list-style-type: none"> Communicate findings/#'s to communication and outreach 	Develop healthy Community Assessment

*12/10/12 Where We Live, External CHIP Action Planning Session, DRAFT Concepts as presented by meeting participants

Last updated 1/9/2013

Resources

Following are a list of Resources shared at the CHIP Community Cloud Meeting on 12-10-12. This list will continue to be populated as Community workgroup members share resources at the ongoing CHIP planning meetings.

M.A.G. (Maricopa Association of Governments): Just printed 100,000 Regional Bikeway Maps and map is available on-line www.azmag.gov

M.A.G. tweets Wheelin' Wednesday's – Tweet bike and pedestrian info and events

M.A.G. has complete streets guide (approved by cities in the region)

M.A.G. has pedestrian and bike design guidelines

Maricopa County Public Health Dept.: WeArePublicHealth.org – The Office of Performance Improvement has a web page under “[Performance Improvement](#)” that has information and reports related to the Community Health Assessment/Community Health Information Plan. The Community Health Assessment outlines the process that prioritization that took place over an 18-month period to identify the 5 Priority Health Outcome Areas for Maricopa County to be addressed in the CHIP: Obesity; Diabetes; Cardiovascular Disease; Lung Cancer; and Access to Care.